

PSJ3
Exhibit 689



Vision and Mission

Vision: To eliminate pain as a major public health problem.

Mission: To educate, support and advocate for people affected by pain.

Strategic Vision: APF is 2 million supported and supportive members.



2 Million Member Means

1. 2 Million people help, information, and support from APF
2. 2 Million people are invited and engaged in Advocacy Actions
3. 2 Million people provide broad base of financial support



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 - Each with Action Sub-committees
- **REMS Task Force:** 35 organizations:
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 - 4 sub-committees---Legislative, Congressional Strategy, Messaging, and Data Points



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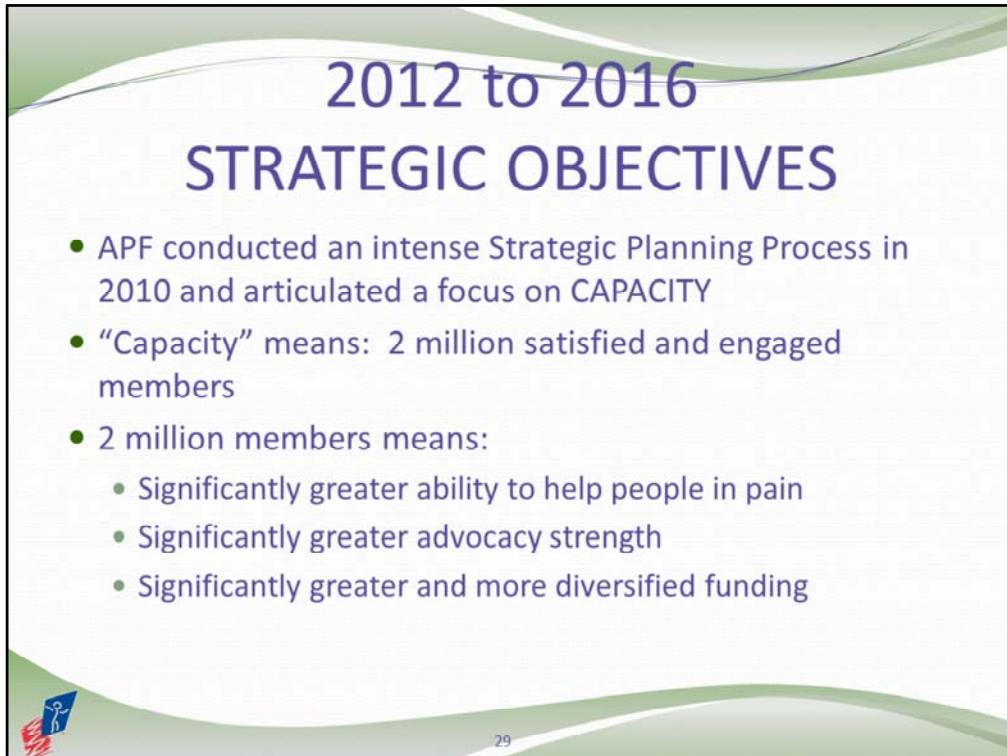
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The slide has a light green background with a wavy pattern. At the top, the text "2012 to 2016" is in a large, dark blue font. Below it, "STRATEGIC OBJECTIVES" is in a slightly smaller, dark blue font. A bulleted list follows, with the first item having a blue square bullet. The slide is framed by a thin black border. In the bottom left corner, there is a small logo consisting of a red and blue stylized figure. In the bottom right corner, the number "29" is printed.

2012 to 2016

STRATEGIC OBJECTIVES

- APF conducted an intense Strategic Planning Process in 2010 and articulated a focus on CAPACITY
- “Capacity” means: 2 million satisfied and engaged members
- 2 million members means:
 - Significantly greater ability to help people in pain
 - Significantly greater advocacy strength
 - Significantly greater and more diversified funding

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What Will It Take?

- A smart, scalable and cutting-edge campaign that engages large numbers and speaks directly to the population of people with pain and the public that....
 - Goes OUTSIDE THE BOX
 - Allows their voice to be heard
 - Visibly shows the state of pain care in America
 - Is highly scalable
 - Creates a simple and dynamic resource/support locator (e.g., local support groups)

So What is “It?”

The Pain Project

www.painproject.org

Powered by the APF

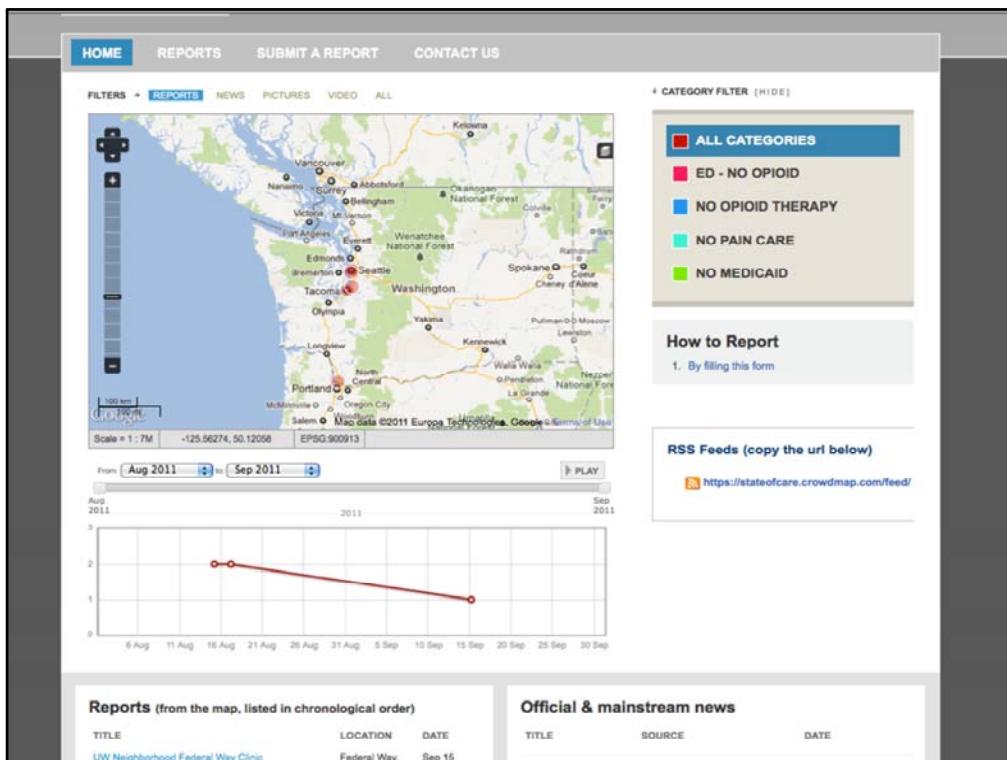
*“The answer to reaching out to and
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Core Elements

1. Dynamic “state of care map:” Interactive blog + mapping software interface allowing anyone to report on barriers that impede access and visibly displays state by state crisis facing PWP
2. Dynamic “support map:” Interactive blog, combined with social media (FB, Twitter, Meetups) establishing an interactive portal to connect with local supports
3. Linkage to APF Educational and Support Services utilizing newly established APF Constituent Management Capacity
4. Action oriented engagement: blogs, petitions, story telling, issue advocacy
5. Full engagement of APF Action Network at local levels



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Grassroots In Action

- APF Action Network: <http://www.painfoundation.org/take-action/action-network/>
 - Combined force of trained persons living with pain and healthcare professionals
 - Database of over 40,000 available to take action
- Activities:
 - Advocacy actions at state and national levels
 - Public awareness activities
 - Focus on activities during Pain Awareness Month (PAM)
- Action Network Summit
 - Training and Alliance Building of action leaders **AND** advocates from over 17 national organizations



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Principal Educational Efforts

- **Website:** Thousands of pages of educational and support information
- **Publications:** *Treatment Options, Exit Wounds, Is Fibro the Cause, Pain Resource Guide, Bill of Rights, Describa Su Dolor, Pain and Travel Guide, Pain Policy Guide*, a dozen other
 - *Pain Community News and Pain Monitor*
 - *PainSAFE*
 - *NIPC*
 - *Med Ed*
 - *Community Events*
-  *Pain Awareness Month Activities*

Educational Initiatives (cont)

- “Spotlights On...” Breakthrough Cancer Pain, on Shingles, Military and Veterans Pain, Back Pain, Pain In Older Adults (2012), Migraine Pain (2012)

TODAY

- For its dimension, our educational, support and advocacy work is positive, helpful and effective
- BUT.....the dimensions of the problems to be solved and the numbers of people who need our help far exceed the methods we are employing to achieve success
- Doing business as usual will not produce the results needed to fulfill our vision
- There are at least 2 million potential members out there: How do we reach them and engage them in our mission?





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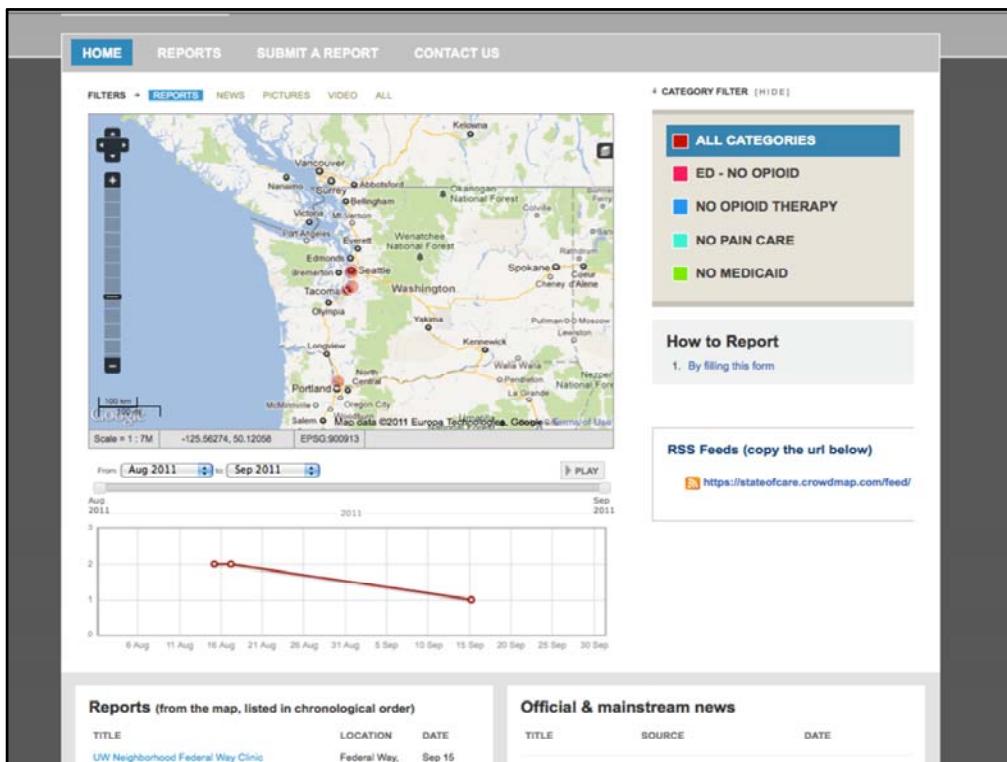
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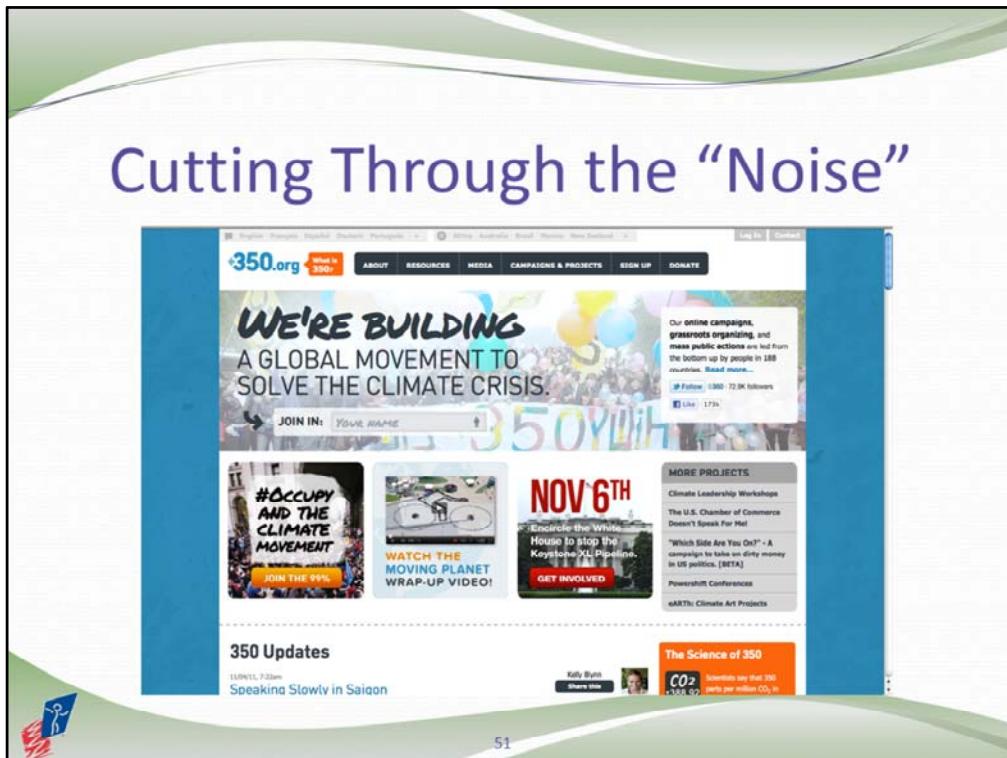
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Benefits

- A major engagement mechanism to attract and retain members
- A major resource for issue data including numbers, types of issues, potential advocates and spokespersons
- A major capacity to “get personal and local”
- A major resource for advocacy planning and actions
- Visible place to show the specific policy initiatives of the SPPAC
- Portal to connect each Action Network leader to potential “troops” in their states



Outcomes

- A large-scale MOVEMENT to change pain care and policy
- Stakeholder engagement in a way we never have before
= an engine for rapid and sustained membership growth
- Leveraging of grassroots, bottom up energy to build the movement, through FB, Twitter, Meetups, etc.
- Integration of core capacities of the APF (e.g., Action Network, CMS, Education and Support Services)
- A public “Storefront” for PWPs to be heard and find support

DISCUSSION



THANK YOU!